



**New Orleans Health Department**  
*Neighborhood Leaders Roundtable*

Charlotte Parent, RN, MHCM, Director » Sept. 12, 2015



# New Orleans Health Department

- 90 FTE
- Budget = Approx. \$22 million, 93% grant funded
- Accredited 2014





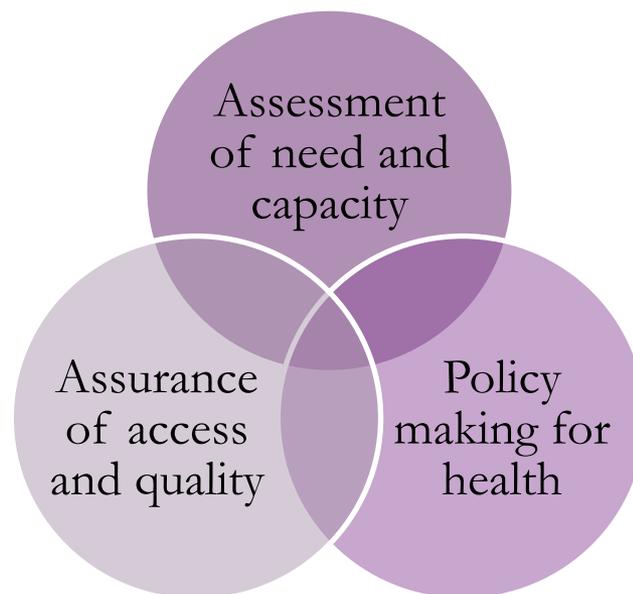
# Department Mission & Vision

## Mission Statement

**Protect, promote, and improve the health of all where we live, learn work and play.**

## Vision Statement

**Building a healthy New Orleans through equitable social and environmental conditions and through policies, programs and partnerships that promote health.**

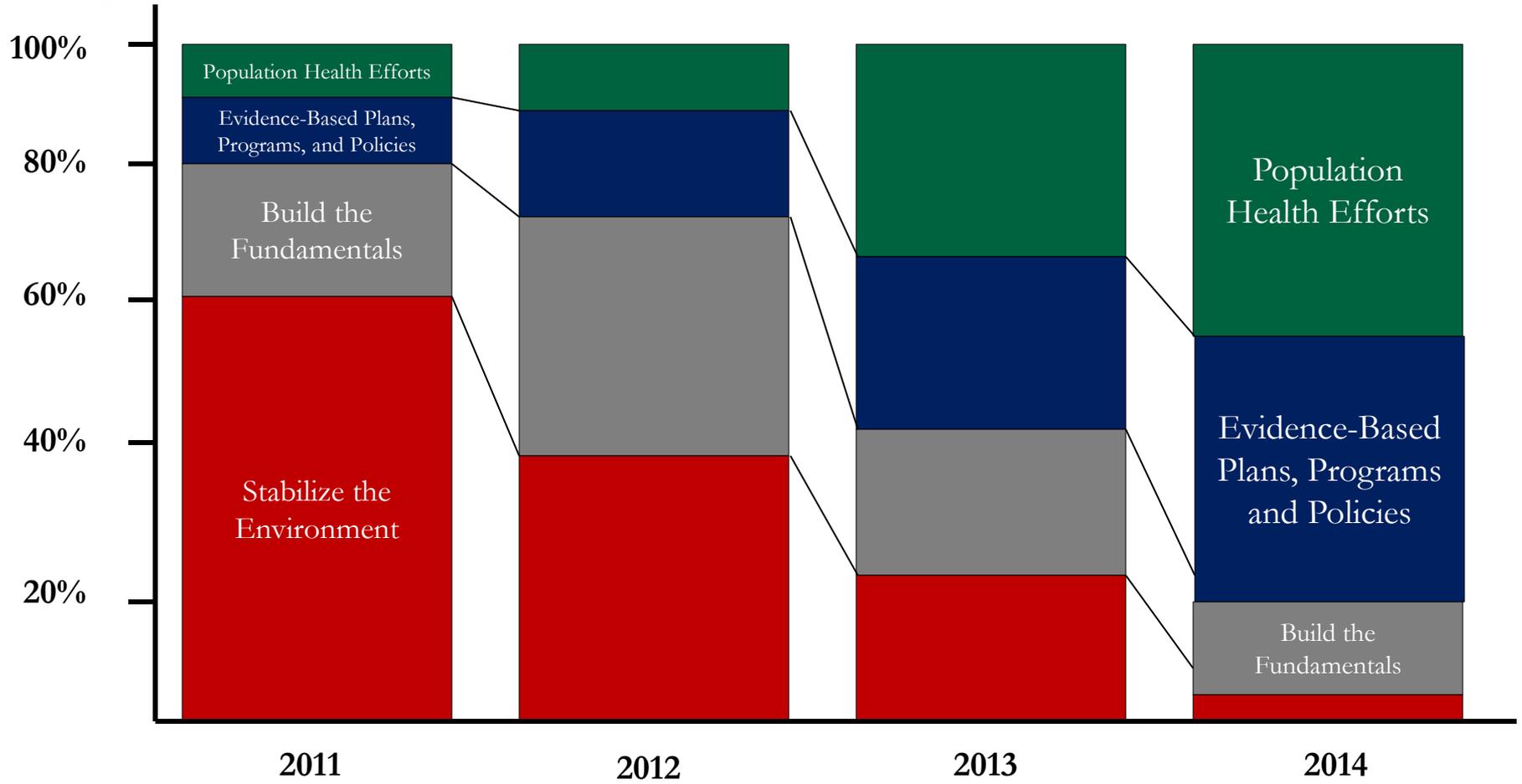


Core Public Health Functions



# Recent Transformation

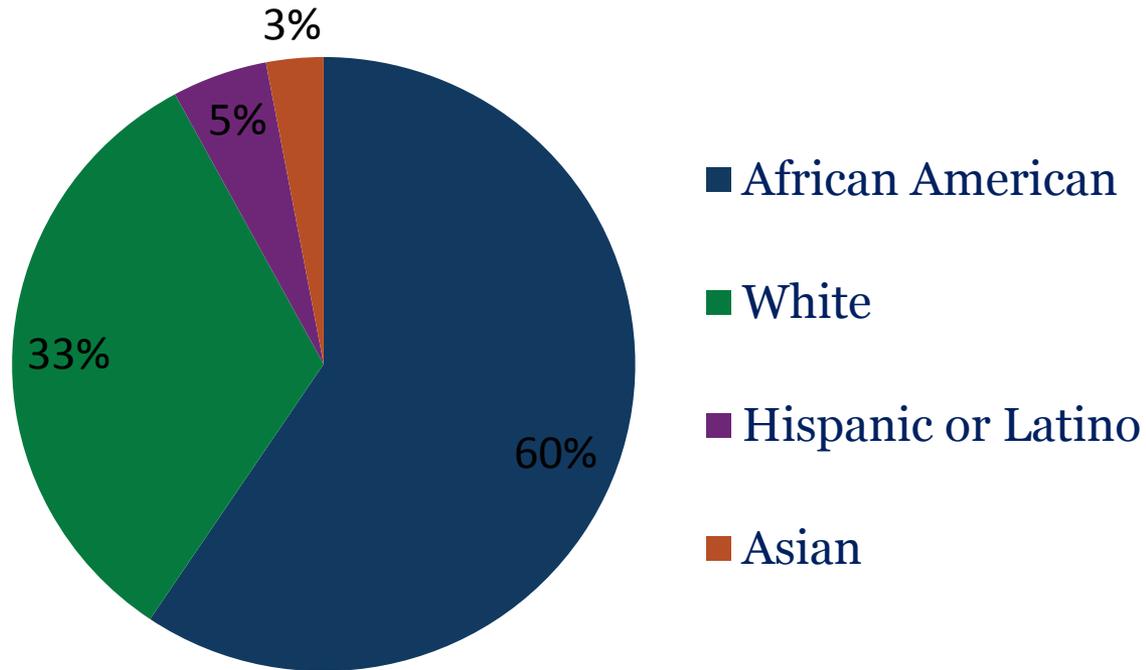
## Health Department Resource Focus





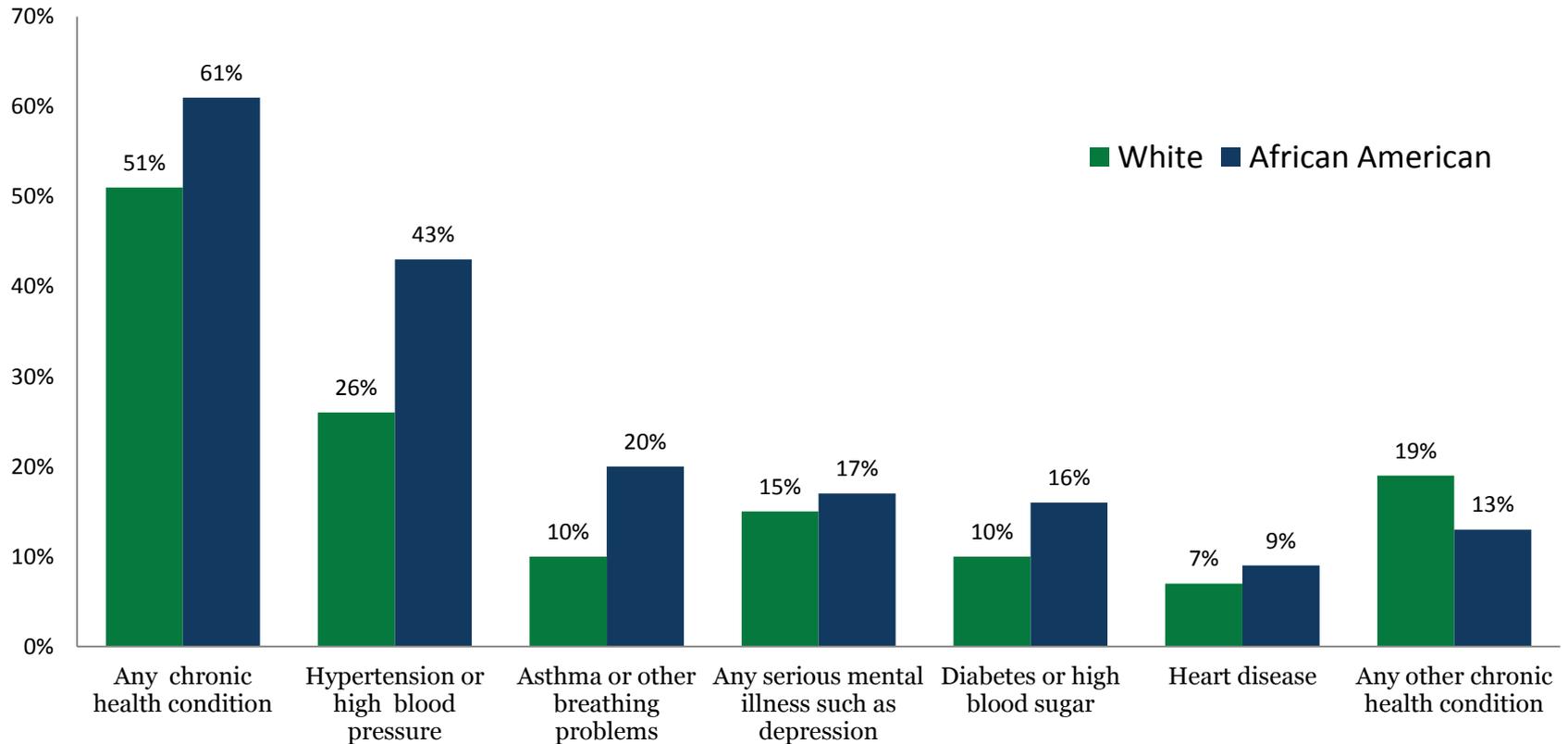
# New Orleans Demographics

Population = approximately 378,715





# Disparities in Chronic Health Conditions in New Orleans (2010)





# By the Numbers

150

- Murders in New Orleans in 2014

39%

- Children in poverty in Orleans Parish in 2015

17%

- Uninsured adults in New Orleans in 2013
  - 2X as likely: African American to be uninsured than white adults
  - 14%: Of Latinos surveyed who indicated that they had health insurance.

12.5%

- New Orleanians living in food “swamps” where unhealthy, cheap food options are far more prominent than fresh, healthy food options.

12%

- Babies born at a low birth weight (less than 5.5 pounds) in New Orleans in 2012, higher than national and state rates

*Sources:*

<http://nolaforlife.org/media/20150102-nola-murder-rate-falls/>

<http://www.countyhealthrankings.org/rankings/data/LA>

<http://www.census.gov/programs-surveys/acs/>

New Orleans Health Department. Health Disparities in New Orleans. 2013.

Puentes New Orleans, Committee for a Better New Orleans, New Orleans Health Department. I Don't Know Where to Go: Latino Community Health Issues in New Orleans. 2014.

New Orleans Health Department. Healthy Lifestyles in New Orleans: Community Data Profile. 2013.

New Orleans Health Department. Child and Family Health in New Orleans Report. 2013.

**CITY OF NEW ORLEANS**



# 25 years

The difference in life expectancy between residents of one of the city's most economically depressed and majority Black neighborhoods compared to those in the most affluent, majority white neighborhoods.



Source: Place Matters for Health in Orleans Parish: Ensuring Opportunities for Good Health for All. 2012.

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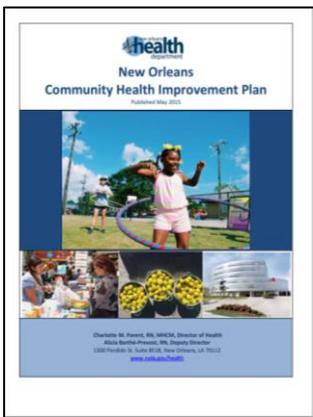


# Health Department Guiding Plans

## Community Health Improvement Plan

## Priority Areas

## Strategic Plan



1. Improve Access to Health Care
2. Prevent Violence
3. Promote Healthy Lifestyles
4. Enrich Family Health
5. Address Social Determinants of Health
6. Promote Healthy Environments
7. Prepare for Emergencies
8. Build the Capacity of the Health Department





# Partnerships



Robert Wood Johnson Foundation



Second Harvest Food Bank  
Greater New Orleans and Acadiana

Tulane  
Medical Center



Excellence Equity Community  
Recovery School District



Herbert C. Becker, Jr.  
UNO Transportation Institute





# Improving access to health care

## I. Insurance enrollment and outreach

- Year-round enrollment assistance for the Health Insurance Marketplace -> *campaign enrolled over 13,000 individuals*
- Community outreach and education for Marketplace and GNOCHC -> *over 4,000 individuals reached per year*

## II. Promoting utilization of services

- **STAND UP AND GET CARE:** an initiative to engage residents around the utilization of primary care

**HealthCare.gov**

**504HealthNet.org**

What you can do:

- Participate in Stand Up and Get Care idea-generation meetings and events
- Refer individuals who need help getting insurance or finding a doctor/clinic



# Improving access: Safety net

## III. Ryan White HIV/AIDS funding

- Medical and support services for people living with HIV and AIDS. -> *serves 4,400 individuals/year*

## III. Healthcare for the Homeless

- Comprehensive primary care services to homeless persons -> *serves 3,000 individuals/year*

### Service Locations



Healthcare for the Homeless  
2222 Simon Bolivar Avenue

Healthcare for the Homeless at the VA CRC clinic  
1530 Gravier Street

Drop-in clinic at Covenant House (Homeless adolescents only)  
611 North Rampart Street

### What you can do:

- Refer individuals for care



# Improving access to health care through:

## IV. Behavioral Health Care

- Behavioral Health Council
- Mental health dashboard
- Community Alternatives Program, mental health diversion program at municipal court  
-> *servicing 75 participants through 2015*



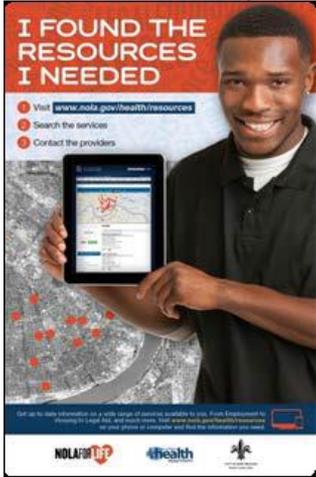
### What you can do:

- Use and refer others to Realtime Resources  
[www.nola.gov/health/resources](http://www.nola.gov/health/resources)



# Prevent Violence

**NOLA FOR LIFE**



- List of social services and behavioral health resources in New Orleans at Realtime Resources
- Violence prevention strategies in public schools.
- Data sharing and common performance measures across the NOLA FOR LIFE Service Collaborative
- Youth engagement in violence prevention efforts
- Forthcoming “Youth in Context” report with neighborhood-level data on youth safety

## What you can do:

- Sign up as a mentor at <http://www.nolaforlife.org/give/mentor/>
- Use and refer others to Realtime Resources at [www.nola.gov/health/resources](http://www.nola.gov/health/resources)
- Use “Youth in Context” report as resource



- Blueprint for Safety policies and procedures
- Coordinate community-wide response to domestic violence and sexual assault.



# Promote Healthy Lifestyles



Fit NOLA is a collective impact initiative to address obesity by focusing on nutrition and physical activity

- Links community members with local physical activity and nutrition resources
- Promotes health and wellness standards for local organizations
- Supports programs, policies, environments that provide healthy nutrition and active lifestyles for children and families



# Promoting Healthy Lifestyles

## What you can do:

- Participate/tell others about free fitness programming at Fit NOLA parks
- Have your workplace sign up to become a Fit NOLA Business
- Encourage your child's school to take the Fit NOLA School Assessment
- Nominate yourself or others as a Healthy Hero to be recognized for promoting health and fitness in your community
- Join monthly #livefitnola Twitter chats
- Join our email list and follow us on social media to learn about a big announcement coming soon! Facebook, Twitter @FitNOLA, Instagram @FitNOLA

## Fit NOLA Park Locations

Behrman Recreation Center  
2529 General Meyer Ave

Conrad Playground  
3400 Hamilton St.

Norwood Thompson Playground  
7200 Forshey St.



St. Roch Park  
1800 St. Roch Ave.

Stallings Gentilly Playground  
2700 Lapeyrouse St.

Taylor Park  
2600 S. Roman St.



# Enrich Family Health



**healthystart**  
new orleans

Services and referrals to residents of Orleans Parish who are pregnant or parenting children under 2



Multi-sector approach mobilizing communities to reducing infant mortality and racial disparities in birth outcomes.



Special Supplemental Nutrition Program for pregnant, breastfeeding, and postpartum women, infants and children up to 5

## Service Locations

*Main office:*  
A.P. Sanchez (Lower Nine),  
1616 Caffin Ave.

*Satellite sites:*

All WIC Clinics

Crescent Care at Tulane  
Tower, 2601 Tulane Ave

Hollygrove

Ida Hymel Health Center  
1111 Newton St.

NO East Health Care Center  
5640 Read Blvd.

Edna Pilsbury Health Clinic  
2222 Simon Bolivar Ave.

A.P. Sanchez WIC - 1616 Caffin Ave.



# You're Invited

# SAVE *the* DATE

**September 22, 2015**

**9:30 am - 12:00 pm**

Student Life Center

Lac Pontchartrain Room

Delgado Community College

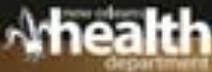
**THE RAISING  
OF AMERICA**

EARLY CHILDHOOD AND THE FUTURE OF OUR NATION

[raisingofamerica.org](http://raisingofamerica.org)



healthystart  
new orleans



Delgado  
COMMUNITY COLLEGE

wyeso  
new orleans

Get more info and RSVP today at [HSNO.eventbrite.com](http://HSNO.eventbrite.com)



# Family Health

- What you can do:
  - Attend Raising of America
  - Participate in Community Action Network to help improve conditions for families if you live in one of the following neighborhoods
    - Lower 9th Ward,
    - Read East & West/Little Woods,
    - Behrman,
    - Plum Orchard, and
    - Hollygrove/Dixon/ Gert Town
  - Refer individuals for services





# Address the Social Determinants of Health

- Partner with City and community entities to address social determinants of health
- Implement a Health in All Policies approach within City government



Programming Options to Promote  
Utilization of a New Fresh Foods Market in  
Central City New Orleans  
*A Health Impact Assessment Report*

March 2015



## Recent Achievements

- Health Impact Assessment for Jake & Jake's Public Market
- Health in All Policies in the City's Resilience Strategy



# Prepare for Emergencies

- Strengthen preparedness planning and preparation for all hazard and planned events
- Improve response capabilities of the Health Department during emergencies
- Promote public health preparedness amongst at-risk populations and local public health agencies.



## Recent Achievements

- Applied for Project Public Health Ready, a recognition program for health departments meeting national standards for emergencies
- Received FEMA's 2015 Community Preparedness Award
- Currently have over 3,800 people enrolled in the New Orleans Special Needs Registry



# Prepare for Emergencies

- What you can do:
  - Hand out hurricane preparedness information in your neighborhood
  - Encourage people with special medical needs to sign up for the special needs registry
  - Join the Medical Reserve Corps to volunteer during emergencies



**NEW ORLEANS**



# Promote Environmental Health

Protect the health of workers, patrons and residents from:

- Hazardous sound levels
- Hazardous air quality
- Other environmental hazards



## Recent Achievements

- Passage and implementation of New Orleans Smoke Free Ordinance

What you can do:

- To report violations: Call 311 or go to [www.nola.gov/smokefree](http://www.nola.gov/smokefree)

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# Contact

**Charlotte Parent, RN, MHCM**  
**Director of Health**  
**[cmparent@nola.gov](mailto:cmparent@nola.gov)**

**Web: [www.nola.gov/health](http://www.nola.gov/health)**

**Facebook: New Orleans Health Department**

**Twitter: @nolahealthdept**



# Discussion

- What is your feedback on the priorities listed?
- How can the Health Department and neighborhood leaders do more together?